

Rep Order# 9803238 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 52918

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 7:34 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1566
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-PORTION OF SPOTS CONVERTED TO 60S
TOTAL REMAINS UNCHANGED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	TH	7A-8A	GD MRN CINN@7	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*8	F	7A-8A	GD MRN CINN@7	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*13	TH	1230P-1P	TMZ	:60	\$300.00	10/25-10/25	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 More than 2 codes changed								
	*14	W	1P-130P	AMR FUN-VIDEOS	:60	\$400.00	10/24-10/24	1	1	1	\$400.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	*15	M	1P-130P	AMR FUN-VIDEOS	:30	\$200.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	✓*16	TH	130P-2P	AMR FUN-VIDEOS	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								
	✓*17	F	130P-2P	AMR FUN-VIDEOS	:60	\$400.00	10/26-10/26	1 P1	1	1	\$400.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	✓*19	TH	6P-630P	FAMILY GUY	:60	\$600.00	10/25-10/25	1 P1	1	1	\$600.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	✓*20	W	630P-7P	AMERICAN DAD	:60	\$600.00	10/24-10/24	1 P1	1	1	\$600.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	✓*21	M	630P-7P	AMERICAN DAD	:30	\$300.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								
	✓*23	W	10P-1035P	LOCAL12 NWS@10<	:60	\$700.00	10/24-10/24	1 P2	1	1	\$700.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	✓*24	SA	10P-1035P	LOCAL12 NWS@10<	:60	\$700.00	10/27-10/27	1 P2	1	1	\$700.00	
				Sales Remark: V3 CHANGED TO 60								
				V3 More than 2 codes changed								
	✓*25	SU	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/28-10/28	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								
	✓*26	M	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*31	SU	2P-3P	LAW&ORDER CI	:30	\$150.00	10/28-10/28	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 8 / \$3,900.00

---SALES MONTHLY TOTALS---

Oct 12: 22 / \$6,800.00 Nov 12: 2 / \$275.00

Sales Totals: 24 / \$7,075.00

Station Totals: 24 / \$7,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$141,500	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPO 23%
		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

Books null
Demos RA35+

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52918												
Line: 1												
10/23/12	Tuesday	5:50:22 AM	:30	\$125.00	PRATV1	6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 2												
10/24/12	Wednesday	5:04:41 AM	:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 3												
10/25/12	Thursday	5:42:51 AM	:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 4												
10/26/12	Friday	5:27:44 AM	:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 5												
10/29/12	Monday	5:04:11 AM	:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 6												
10/23/12	Tuesday	7:07:08 AM	:30	\$250.00	PRATV1	7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 7												
10/25/12	Thursday	7:41:30 AM	:30	\$250.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 8												
10/26/12	Friday	7:50:13 AM	:30	\$250.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 9												
10/23/12	Tuesday	8:49:48 AM	:30	\$150.00	PRATV1	M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 10												
10/24/12	Wednesday	8:16:30 AM	:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 11												
10/29/12	Monday	8:24:09 AM	:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
											1	
Line: 12												
10/23/12	Tuesday	12:44:22 PM	:30	\$150.00	PRATV1	M-F 1230p-1p	1230p-1p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
											1	
Line: 14												
10/24/12	Wednesday	1:08:39 PM	1:00	\$400.00		M-F 1p-2p	(1:00:00 PM-1:30:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



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Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52918												
Line: 14												
				\$400.00							1	
Line: 17												
10/26/12	Friday		1:00	\$400.00		M-F 1p-2p	(1:30:00 PM-2:00:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$400.00							1	
Line: 18												
10/23/12	Tuesday	:28:26 PM	:30	\$300.00	PRATV1	M-F 6p-630p	6p-630p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$300.00							1	
Line: 19												
10/25/12	Thursday		1:00	\$600.00		M-F 6p-630p	6p-630p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$600.00							1	
Line: 20												
10/24/12	Wednesday	:42:57 PM	1:00	\$600.00		M-F 630p-7p	630p-7p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$600.00							1	
Line: 22												
10/23/12	Tuesday	:12:41 PM	:30	\$500.00	PRATV1	M-F 7p-730p	7p-730p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$500.00							1	
Line: 23												
10/24/12	Wednesday	:33:51 PM	1:00	\$700.00		M-F 10p Local 12 News 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$700.00							1	
Line: 24												
10/27/12	Saturday		1:00	\$700.00		M-Su 10p Local 12 New 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$700.00							1	
Line: 27												
10/23/12	Tuesday	:55:54 PM	:30	\$200.00	PRATV1	M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$200.00							1	
Line: 28												
10/25/12	Thursday	:03:26 PM	:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$200.00							1	
Line: 29												
10/26/12	Friday	:55:24 PM	:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$200.00							1	
Line: 30												
10/25/12	Thursday	:33:56 PM	:30	\$300.00		M-F 1105p-1135p	1105p-1135p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$300.00							1	
				\$7,075.00							24	
				\$7,075.00							24	
				\$7,075.00							24	

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Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
				\$7,075.00								24
				\$7,075.00								24

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